

Message Text

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TO AMEMBASSY MOSCOW PRIORITY

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SUBJECT: US IMPRESARIO LEISER'S PLANS

1. IMPRESAIRE JACQUES LEISER PHONED MARCH 21 TO ADVISE
DEPARTMENT OF HIS PLANS FOR SPONSORING SOVIET ARTISTS IN
1979-80 SEASON AND TO REQUEST EMBASSY ASSISTANCE DURING HIS
APRIL 2-12 VISIT TO MOSCOW.

2. LEISER HAS AGREED IN PRINCIPLE WITH GOSKONCERT (GOSK)
TO BRING ELEVEN SOLO PERFORMERS, OF WHOM NINE ARE "UNKNOWN"
IN US, FOR 1979-80 SEASON. OLDIES ARE SHAFRAN AND BERMAN;
NEW NAMES ARE NESTERENKO, KAGAN, SOTKILOVA, SOKOLOV,
BASHKIROV, ZHUKOV, MOGILEVSKY, DAVIDOVICH AND SVETLANOV.
LEISER HOPES TO SIGN CONTRACTS FOR ALL ELEVEN DURING MOSCOW
VISIT. LEISER STRESSED RISK AND DIFFICULTIES IN INTRODUC-
ING NEW ARTISTS TO AMERICA AND SAID HE HOPES BY SIGNING
ELEVEN CONTRACTS ALL AT ONCE TO PUT TOGETHER EYE-CATCHING
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PACKAGE IN TIME TO ADVERTISE AT U.S. ORCHESTRA CONDUCTORS'
JUNE MEETING IN CHICAGO. HE PLANS TO ANNOUNCE SVIATOSLAV
RICHTER 1978-79 VISIT TO US (FIRST IN NINE YEARS) AT THE
SAME TIME.

3. LEISER SAID HE ALSO HOPES WHILE IN MOSCOW THIS TIME TO

LAUNCH TALKS WITH GOSK ON MEANS TO INCREASE NUMBERS OF PERFORMERS VISITING USSR. HE BELIEVES GOSK IS READY TO GO ABOVE 500 DOLLAR PLUS 500 RUBLE PER CONCERT LIMIT AND HE THINKS MANY US ARTISTS WOULD BE WILLING TO REDUCE PERFORMING FEES FOR A SOVIET TOUR SUFFICIENTLY TO REACH AGREEMENT. HE SAID HE HAS ALREADY BROUGHT CLEVELAND ORCHESTRA CONDUCTOR LOREN MAAZEL AND GOSK CLOSE TO AGREEMENT FOR MAAZEL TO GUEST CONDUCT MOSCOW AND LENINGRAD ORCHESTRAS IN 1979-80.

4. LEISER REQUESTS EMBASSY SUPPORT IN FOLLOWING WAYS:

A. NOTIFY SUPAGIN THAT LEISER HOPES TO SIGN ELEVEN CONTRACTS BUT CAN DO SO ONLY IF GOSK IS READY TO CONFIRM AVAILABILITY DATES AND FURNISH PUBLICITY MATERIALS ON EACH PERFORMER; ALSO ASK GOSK TO PREPARE AN ITINERARY FOR LEISER'S TALKS AND PERFORMANCE REVIEWS.

B. FACILITATE AND PERHAPS PARTICIPATE IN PRESS CONFERENCE;

C. JOIN LEISER'S TALKS WITH DEPUTY CULTURE MINISTER POPOV TO REGISTER USG INTEREST IN SENDING MORE U.S. ARTISTS TO THE USSR.

5. DEPARTMENT AND USIA ARE INCLINED TO BE AS HELPFUL AS POSSIBLE IN THIS INSTANCE AND TO CONSULT CLOSELY WITH LIMITED OFFICIAL USE

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LEISER IN VIEW OF POTENTIAL FOR SENDING MORE AMERICAN PERFORMERS TO SOVIET UNION. WE REGRET THAT LATE DATE OF HIS REQUEST ALLOWS LITTLE TIME FOR ADVANCE CONSULTATION, BUT SEE VALUE IN USING THIS OPPORTUNITY TO EXPLORE FUTURE POSSIBILITIES FOR US PERFORMERS. WE WOULD THINK IT APPROPRIATE FOR EMBOFF TO PARTICIPATE IN TALKS ON GENERAL PLANS, WHILE AVOIDING ANY INVOLVEMENT IN ACTUAL CONTRACT NEGOTIATIONS. WE WOULD HAVE NO OBJECTION IF EMBASSY WILLING TO HELP WITH LEISER'S PRESS CONFERENCE PUBLICITY DEPENDING ON OUTCOME OF CONTRACT NEGOTIATIONS.

6. FYI. IN CONNECTION WITH LEISER PROPOSALS TO SEND US PERFORMERS TO USSR, WE NOTE POTENTIAL PARALLEL WITH SUPPORT WE HAVE GIVEN HOLIDAY ON ICE. NEITHER WE NOR LEISER HAVE YET MADE ANY REFERENCE TO THIS POSSIBILITY. WE WOULD PREFER TO CONSIDER SUCH MEASURES ONLY AFTER GOSK ATTITUDE TO BRINGING MORE US PERFORMERS TO USSR HAS BEEN TESTED AND AFTER FURTHER CONSULTATION BETWEEN EMBASSY AND DEPARTMENT. END FYI.

7. IF POSSIBLE, LEISER WOULD APPRECIATE BEING INFORMED OF

EMBASSY REACTION TO HIS REQUESTS PRIOR TO DEPARTURE FROM
US MARCH 30.
VANCE

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